

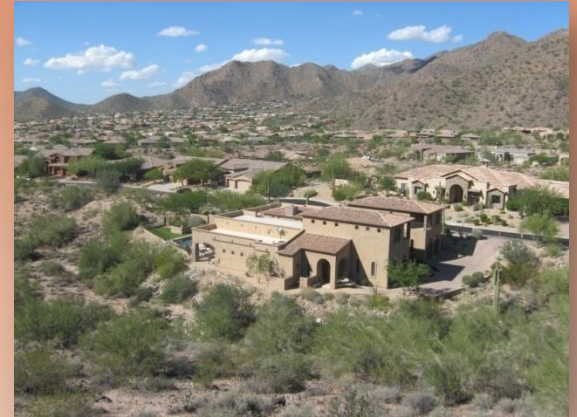
# **Shea Character Area Plan Café Conversation**

**Wednesday, March 9, 2011  
5:45 pm -8:00 pm**



# Overview

- General Plan and Character Area Planning
- Shea CAP Process
- Public Participation



# Overview of the General Plan and the Character Area Plan



# General Plan

## What is the General Plan?

A General Plan is a policy document that identifies community priorities and visions for the future

The General Plan policy document will be used to guide future development and redevelopment throughout the City of Scottsdale.



# General Plan

## *A General Plan consists of:*

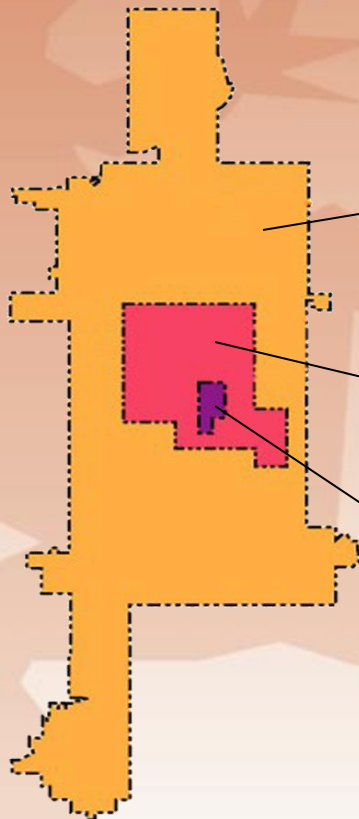
- ***Goals*** which are statements of the City's ideal characteristics (end/outcome). They are long-term, representing community values.
- ***Policies*** which serve as guidelines which the City will follow to attain the goals.
- ***The Implementation Program*** which will provide action steps for the City to achieve the goals.





# 2001 GP Three Levels of Planning

**As stated in the General Plan, Scottsdale has a three level planning approach:**

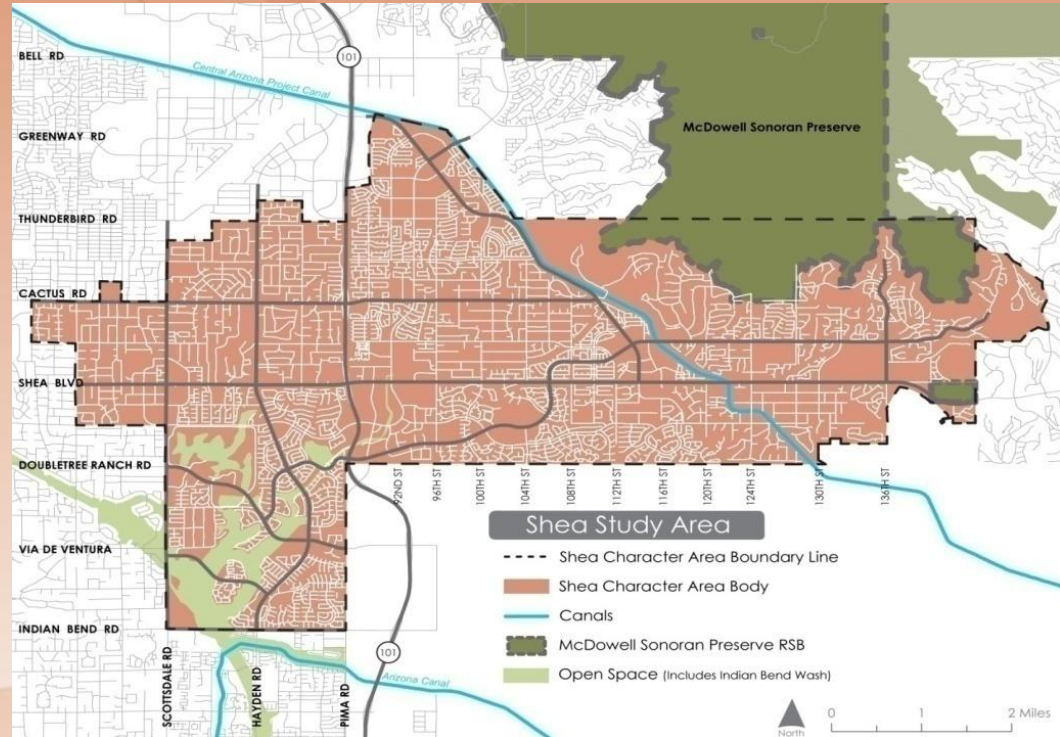


1. General Plan
  - Broad, citywide guiding principles
2. Character Plan
  - Vision and role of an area
3. Neighborhood Plan
  - Detailed, specific planning



# What are Character Area Plans?

- The CAP will address important community-specific topics
- Includes long-range goals, policies, and an implementation program for the Shea Character Area



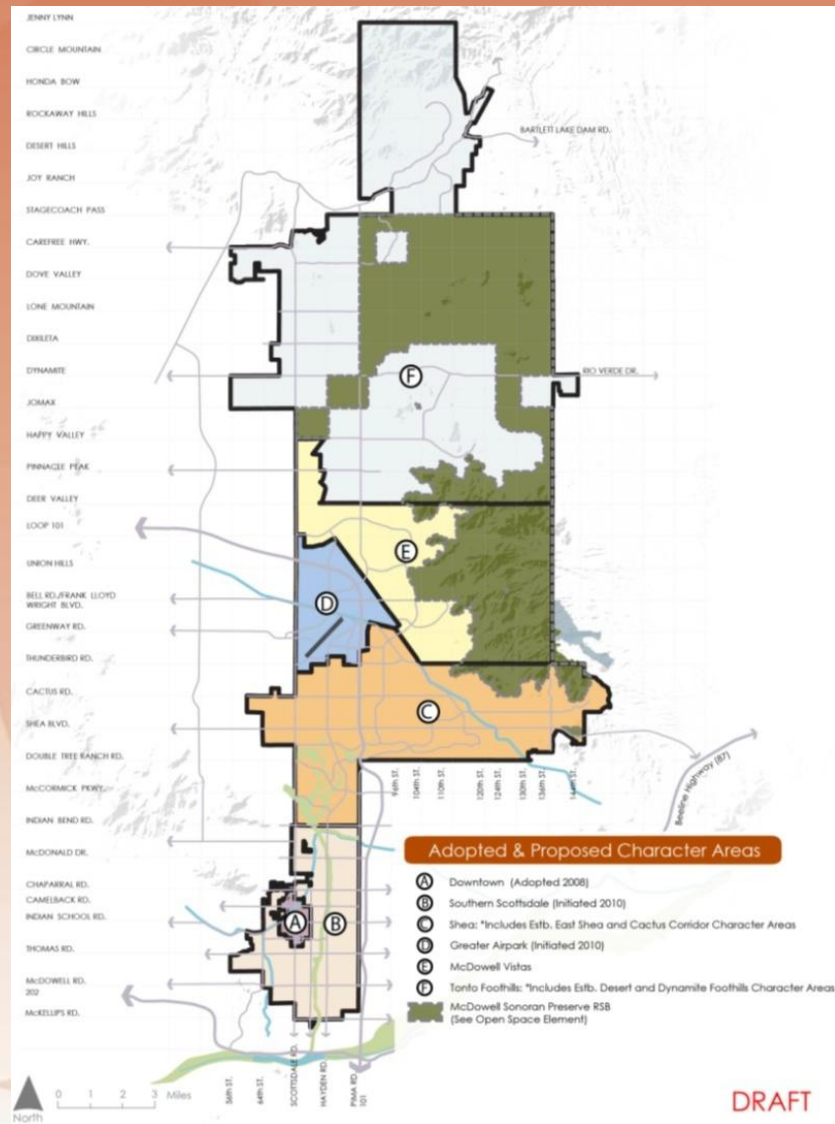
# Character Area Plans

- Are Policy documents;
- They look at a particular geographic area of the City;
- The CAPs address important community-specific topics;
- Character Area Plans are consistent with the City's General Plan; and
- These plans are long range in nature and need to be reviewed every ten years.





# Character Area Plans



## Six Character Areas:

- Downtown (adopted 2009)
- Southern Scottsdale (2010)
- Greater Airpark (2010)
- Shea Corridor (2012) \*CURRENT\*
- McDowell Vistas (TBD)
- Tonto Foothills (TBD)



# **Shea Character Area Planning Process**



# Shea Character Area Plan Process

- **Phase 1:** Understanding the Shea Character Area
- **Phase 2:** Developing a Vision for the Shea Character Area
- **Phase 3:** Drafting the Shea Character Area Plan
- **Phase 4:** Revising the Shea Character Area Plan
- **Phase 5:** Adopting the Shea Character Area Plan and Inaugurating Implementation Program

**Phase  
1**

*Fall 2010*

**Phase  
2**

*Winter/Spring  
2010-2011*

**Phase  
3**

*Spring/Summer  
2011*

**Phase  
4**

*Fall/Winter  
2011-2012*

**Phase  
5**

*Spring 2012*



# Public Participation



# Shea Character Area Plan Public Participation

**Shea Area Public Participation process seeks to accomplish several important outcomes:**

- Assisting in clarifying objectives and requirements of a policy
- Identifying and considering new alternatives
- Providing information on how a policy decision is implemented





# Shea Character Area Plan Public Participation

Some representative examples of the Shea Character Area Plan Public Participation exercises consist of the following:

- **Type 1:** Workshops
- **Type 2:** Café Conversations
- **Type 3:** Focus Groups
- **Type 4:** Open Houses
- **Type 5:** Surveys
- **Type 6:** Virtual Versions



# Shea Character Area Plan Public Participation

## Shea Area Public Participation Schedule

- March 9, 2011-Community Café Conversations
- Late August-November 2011 Focus Groups
- Early January 2012-Draft Plan Open House



# Shea Character Area Public Participation

## Ways to get Involved!

- Check the website at [www.scottsdaleaz.gov/planning/areaplans/CAPshea.asp](http://www.scottsdaleaz.gov/planning/areaplans/CAPshea.asp)
- Additional events throughout the process
- Visit the soon to be established **Information Center** at the Via Linda Senior Center or the Community Design Studio

